MARKETING (MKT)

Courses primarily for undergraduates:

MKT 340: Principles of Marketing
(3-0) Cr. 3. F.S.SS.
Prereq: credit or current enrollment in ECON 101
The role of marketing in society. Markets, marketing institutions, and marketing functions with emphases on product, price, marketing communication, and marketing channel decisions.

MKT 343: Personal Sales
(3-0) Cr. 3.
Prereq: MKT 340
Analysis of the theory and practice of personal selling with the context of relationship marketing and salesforce automation. Topics include: goal setting, prospecting, time/territory management, questioning, presentations, objections, commitment and customer service; simulations of selling situations.

MKT 351: Services Marketing
(3-0) Cr. 3. F.
Prereq: MKT 340
In-depth appreciation and understanding of the unique challenges inherent in creating, managing, and delivering quality services. Students will be introduced to and have the opportunity to work with concepts, tools, and strategies that address these challenges.

MKT 368: Spreadsheet-based Marketing Analytics
(Cross-listed with MIS). (3-0) Cr. 3. F.S.
Prereq: MKT 340
Use of spreadsheets to conduct various analyses to support marketing strategies. Topics include data visualization and exploration, marketing models and consultative problem-solving skills. Development of skills such as formulating problems, structuring and prioritizing problems, synthesizing results and communicating intuition from quantitative analyses.

MKT 410: Promotional Strategy
(3-0) Cr. 3. F.S.
Prereq: Credit or enrollment in MKT 447
Principles, concepts, and problems involved in the development and implementation of promotional strategies. Coordination of a variety of promotional elements: advertising, sales promotion, direct marketing, public relations and publicity of web communications, and personal selling.

MKT 442: Sales Management
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Functional aspects of sales force management; personal selling methods; procedures for recruiting, selecting, and training new salespeople; compensation and expense control systems; problems of sales force motivation and supervision; methods of territorial and quota assignment; sales department budgets; distributor-dealer relations; other selected topics.

MKT 443: Strategic Marketing Management
(3-0) Cr. 3. F.S.SS.
Prereq: MKT 444, MKT 447
Analysis of major elements of strategic marketing management. May include case studies or business simulations involving decision making using marketing tools from previous courses. (For marketing majors only).

MKT 444: Marketing Research
(3-0) Cr. 3. F.S.
Prereq: MKT 340, STAT 226
Marketing research techniques: problem formulation, research design, questionnaire construction, sampling, data collection procedures, and analysis and interpretation of data related to marketing decisions.

MKT 445: Customer Relationship Management
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Examines how customer data can be used to enhance decisions relating to acquisition, development and retention. Topics include customer lifetime value, customer as assets, customer loyalty programs and customization.

MKT 446: Retailing
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Basic areas of retail management: buying, merchandising, retail promotion, store location, store layout, credit management, and inventory control. Emphasis on practical application of retail management principles.

MKT 447: Consumer Behavior
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Study of how consumers select, purchase, use, and dispose of goods and services. Includes analyses of how markets and others influence these processes. Application of concepts and methods of the behavioral sciences to marketing management decision making.
MKT 448: Global Marketing
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Marketing from a global perspective and familiarity with the problems and perspectives that global companies face. Concepts and principles of marketing strategies, market assessment, identify marketing opportunities, entry decision, emerging markets, effects of political, legal, economic and cultural environments, and decisions relating to segmentation, positioning, branding, product, price, distribution and promotions in a global setting.

MKT 449: Marketing Seminar
(3-0) Cr. 3.
Prereq: MKT 340
Analysis of current issues and problems in marketing with emphasis on new theoretical and methodological developments. Additional seminars may be offered.

MKT 451: Marketing Channels
(3-0) Cr. 3. F.S.
Prereq: MKT 340
Focuses on marketing channels, the downstream part of a value chain, companies that come together to bring products and services from their point of origin to the point of consumption. Topics include channel institutions, channel design, channel coordination and implementation. Highlights international and technological aspects of marketing channels so that students can successfully develop and manage marketing channels in a contemporary business environment.

MKT 453: Brand Management
(3-0) Cr. 3. F.S.
Prereq: MKT 447
Examines the role of brands and branding in market environments characterized by intense competition and consumer power. Covers issues relating to why branding is important to firms, what brands represent to consumers, and what should be done to manage them effectively.

MKT 490: Independent Study
Cr. 1-3. Repeatable.
Prereq: MKT 340, senior classification; permission of instructor

MKT 492: Comparative Marketing
(3-0) Cr. 3. SS.
Prereq: MKT 340
Provides experience to students in culture, social, economic, and political environment of marketing in a foreign country. Students complete a term project (e.g., a marketing plan) based on information collected in the foreign country. Students attend briefings by experts/officials of private and public organizations.

Courses primarily for graduate students, open to qualified undergraduates:

MKT 501: Marketing
(3-0) Cr. 3.
Prereq: Enrollment in MBA program or departmental permission
An analytical approach to the study of marketing issues and challenges of business firms and nonprofit organizations. Emphasis on the influence of the global marketplace and the marketing environment on marketing decision making; the determination of the organization’s products, prices, channels and communication strategies; an orientation that ensures sustainability of marketing operations; and the organization’s system for planning and controlling its marketing effort.

MKT 540: Advanced Marketing Management
(3-0) Cr. 3. F.S.
Prereq: MKT 501
Strategic marketing and decision making, with emphasis on cases utilizing qualitative and quantitative techniques and marketing models.

MKT 541: International Marketing
(3-0) Cr. 3. F.
Prereq: MKT 501, MKT 509
Scope and nature of global marketing operation; the context of international environment in which firms operate. Recent developments of international business activities, and a framework for better understanding of the basic forces driving international business and marketing operations. Development of market entry strategies and global marketing mix policies, as well as export operations. Organizational issues related to the globalization of the firm.

MKT 542: New Product Development and Marketing
(3-0) Cr. 3. S.
Prereq: MKT 501
Principles and concepts of new product development and introduction; decision areas include market definition and structure, idea generation, concept evaluation, test marketing, launch tracking, and global product planning; models and techniques of new product evaluation used by consumer product companies.

MKT 543: Services Marketing
(3-0) Cr. 3.
Prereq: MKT 501 and instructor permission
In-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Students will be introduced to and have the opportunity to work with tools and strategies that address these challenges.
MKT 544: Marketing Research
(3-0) Cr. 3 S.
Prereq: MKT 501, BUSAD 502 or STAT 401
Marketing research methods are examined with emphasis on the
use of advanced research methods in business research. Application
of advanced sampling, measurement, and data analysis methods
in research on market segmentation, market structure, consumers’
perceptions and decision processes, marketing communication, new
product development, and pricing.

MKT 545: Integrated Marketing Communication
(3-0) Cr. 3
Prereq: MKT 501
Introduces the student to the field of marketing communications.
Covers a number of topics and areas essential for understanding how
to design and evaluate communication strategies necessary for the
successful marketing of products and services. An integrated marketing
communications (IMC) perspective is employed in covering material,
with a corresponding focus on various elements of an IMC strategy,
including advertising, promotions, point-of-purchase communications,
direct marketing techniques, and other topics.

MKT 546: Customer Relationship and Business-To-Business Marketing
(3-0) Cr. 3
Prereq: MKT 501
Core concepts and issues involved in customer relationship strategy and
management in consumer and business-to-business markets. Emphasis
on customer opportunity analyses, customer relationship management
tools and strategies.

MKT 547: Consumer Behavior
(3-0) Cr. 3 S.
Prereq: MKT 501
The behavior of consumers. Intensive review of literature from relevant
disciplines. Applications of concepts and methods of the behavioral
sciences to marketing management decision making.

MKT 549: Global Marketing Planning and Execution
(3-0) Cr. 3
Prereq: MKT 501
Allows students to develop the ability to plan and execute a B2B business
by integrating aspects of marketing with other business functions in the
international context. Product strategy, innovation, foreign market entry,
supply strategies for foreign markets, pricing strategy, market research,
customer service, international payments, managing international
subsidiaries, licensing, distribution strategy, and responding to changing
international environmental conditions. Involves a simulation-based
instruction in planning and managing an international B2B business.

MKT 551: Marketing Channels
(3-0) Cr. 3
Prereq: MKT 501
Design of marketing channels, developing and managing relationships
with resellers, and evaluating channel performance. Emphasis on
international and technological aspects of marketing channels.

MKT 590: Special Topics
Cr. 1-3. Repeatable.
Prereq: Permission of instructor
For students wishing to do individual research in a particular area of
marketing.

Courses for graduate students:

MKT 601: Seminar in Consumer Behavior
(3-0) Cr. 3
Prereq: MGMT 601
A rigorous foundation of the major conceptual and methodological
paradigms in the consumer-behavior literature. Seeks to aid students
in understanding the psychological, sociological, and anthropological
roots of consumer behavior research. Read the latest research in the area
reported in leading consumer behavior/psychology journals.

MKT 602: Marketing Strategy
(3-0) Cr. 3
Prereq: MGMT 601
Review major contributions and recent developments in marketing
strategy research and practice. Review commonly used modeling
approaches and research methods to study strategic interaction between
firms seeking to build competitive advantages. Provide an overview of
empirical research regarding measurement, level and persistence of
business success and implications of findings for theory and strategy
development.

MKT 603: Customer Management Strategy and Implementation
(3-0) Cr. 3
Prereq: Mkt 601
Addresses key strategy and implementation issues behind customer
management. Topics such as typology of CM strategies, antecedents
and outcomes; environmental and managerial influences on strategy
formation; technology and impact on CM strategy; and value of
CM strategy. Examine theories and concepts behind important CM
issues such as customer satisfaction, customer loyalty and customer
profitability.
MKT 604: Marketing Issues in Inter-Organizational Relations  
(3-0) Cr. 3.  
*Prereq: MGMT 602*  
Inter-firm and network competition; relationship among suppliers, distributors, alliance partners, external employees, and internal employees. Theories including agency theory, network theory, relationship marketing, channels of distribution theories on cooperation versus competition, IOS theories.

MKT 644: Research Methods  
(3-0) Cr. 3.  
*Prereq: Knowledge of introductory statistics, Stat 401, enrollment in the PhD program*  
Introduction to methodological issues that arise when addressing a wide variety of research questions in organizational and consumer studies. Address measurement issues (scales, reliability and construct validity), design (for experiments, surveys, or qualitative studies), sampling, and analysis (univariate and multivariate statistical procedures). Measurement issues in cross-cultural and international research will also be covered. It is assumed that students entering the course have knowledge of introductory statistics.

MKT 650: Research Practicum I  
(1-0) Cr. 1.  
*Prereq: enrollment in the PhD program*  
Preparation of a research manuscript to be submitted to a peer-reviewed academic journal. Students will work with a faculty mentor on a research project.

MKT 651: Research Practicum II  
(1-0) Cr. 1.  
*Prereq: enrollment in the PhD program*  
Preparation of a second research manuscript to be submitted to a peer-reviewed academic journal. Although students work under the supervision of a faculty mentor, the students will take independent responsibility for the research project.

MKT 699: Dissertation  
Cr. 12.  
*Prereq: Graduate classification, permission of dissertation supervisor*  
Research.